

Seattle Post-Intelligencer

A HEARST NEWSPAPER
SEATTLEPI.COM

50¢
D.
75¢

SNOW SPORTS

Trading slopes for rails and jumps

GETAWAYS



SEAHAWKS

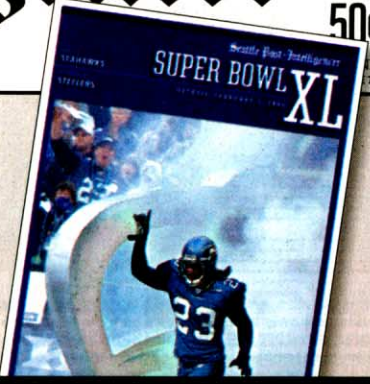
THE BIG SHOW

Seattle's Super Bowl that wasn't – and why

ART THIEL D1

Trufant: Fourth in our series of souvenir pages

SPORTS D12



THURSDAY, JANUARY 26, 2006

UNABASHED SOLICITATION

There's plenty of hype surrounding the Super Bowl, but you might not understand just how much until you read the shameless publicity-seeking e-mails from hundreds of public-relations types.

Among those received this week:

Subject line: "Why Super Bowl fans stink." An e-mail devoted to the gastrointestinal workings of football fans. Bill Downs, one of the world's foremost experts on diet and digestion, is available to interview to tell fans how to avoid gas.

Subject line: "Introducing sexy referees." Explains how you and your friends can dress up for your Super Bowl parties and the females can wear skin suits in black and white stripes.

Subject line: "600+ Private Jets Will Fly the Rich and the Famous." Ahhh, the absolutely necessary e-mail from Marquis Jet offering up executives to talk about the growing number of wealthy people flying to Detroit in luxury.

Subject line: "Bodog.com Lingerie Bowl Bus Tour Rolls Cross Country." The e-mail reads, "The world's largest Super Bowl party will include a sports and entertainment extravaganza featuring supermodels playing full-contact football in lingerie."